1. A method comprising:

    assigning an individual identifier to the clients comprising a set of clients;

    assigning a group identifier to a subset of the clients within the set of clients; and

    enabling a first client in said set to determine whether a message is sent to the first client or to the subset.

2. The method of claim 1 further including sending a single message to a subset of said clients.

3. The method of claim 1 including sending television content to a plurality of clients.

4. The method of claim 1 wherein assigning an individual identifier includes assigning a code portion that identifies a particular client as belonging to a subset of clients within the set of clients.

5. The method of claim 4 including comparing a group identifier, received by a client with a message, to the client's individual identifier to determine whether the particular client is within the addressed subset.

1   6.   The method of claim 1 including addressing the

2   same message to a subset of clients.

1   7.   The method of claim 1 including sending a message

2   to a client in a unidirectional messaging system.

1   8.   An article comprising a medium storing

2   instructions that enable a processor-based system to:

3   assign an individual identifier to a client

4   comprising a set of clients;

5   assign a group identifier to a subset of the

6   client within the set of clients; and

7   enable a first client in said set to determine

8   whether a message is sent to the first client or to the

9   subset.

1   9.   The article of claim 8 further storing

2   instructions that enable the processor-based system to send

3   a single message to a subset of said clients.

1   10.   The article of claim 8 further storing

2   instructions that enable the processor-based system to send

3   television content to a plurality of clients.

1   11.   The article of claim 8 further storing

2   instructions that enable the processor-based system to

3   assign a code portion that identifies a particular client

4   as belonging to a subset of clients within the set of

5   clients.

1   12.   The article of claim 11 further storing

2   instructions that enable the processor-based system to

3   compare a group identifier, received by a client with a

4   message, to the client's individual identifier to determine

5   whether the client is within the address subset.

1   13.   The article of claim 8 further storing

2   instructions that enable the processor-based system to

3   address the same message to a subset of clients.

1   14.   The article of claim 8 further storing

2   instructions that enable the processor-based system to send

3   a message to a client in a unidirectional messaging system.

1   15.   A method comprising:

2   providing at least two agents on a client;

3   assigning a different address to each of said

4   agents; and

5   determining whether a message received by said

6   client is addressed to one of said agents.

1   16. The method of claim 15 including sending at least

2   two different types of messages to said client.

1   17. The method of claim 16 including sending messages

2   including software and messages not including software.

1   18. The method of claim 17 including assigning

2   different addresses to messages to a client that include

3   software and messages that do not include software.

1   19. The method of claim 18 including addressing

2   messages including software to an agent on the client that

3   is adapted to handle the downloading of software.

1   20. The method of claim 15 including assigning an

2   individual identifier to the clients comprising a set of

3   clients, assigning a group identifier to a subset of the

4   clients within the set of clients, and enabling a first

5   client in said set to determine whether a message is sent

6   to the first client or the subset.

1   21. An article comprising a medium storing

2   instructions that enable a processor-based system to:

3   provide at least two agents on a client;

4   assign a different address to each of said

5   agents; and

6   determine whether a message received by said
7   client is addressed to one of said agents.

1   22.   The article of claim 21 further storing
2   instructions that enable the processor-based system to send
3   at least two different types of messages to said client.

1   23.   The article of claim 22 further storing
2   instructions that enable the processor-based system to send
3   messages including messages including software and messages
4   not including software.

1   24.   The article of claim 23 further storing
2   instructions that enable the processor-based system to
3   assign different addresses to messages to a client that
4   include software and messages that do not include software.

1   25.   The article of claim 24 further storing
2   instructions that enable the processor-based system to
3   address messages including software to an agent on the
4   client, said agent adapted to handle the downloading of
5   software.

1   26.   The article of claim 21 further storing
2   instructions that enable the processor-based system to
3   assign an individual identifier to the clients comprising a

4 set of clients, assign a group identifier to a subset of

5 the clients within the set of clients and enable a first

6 client in the first set to determine whether a message is

7 sent to the first client or the subset.

1   27.   A system comprising:

2   a processor-based device; and

3   a storage coupled to said device, said storage

4 storing instructions that enable the processor-based device

5 to assign an individual identifier to the clients

6 comprising a set of clients, assign a group identifier to a

7 subset of the clients within the set of clients and enable

8 a first client in said set to determine whether a message

9 is sent to the first client or to the subset.

1   28.   The system of claim 27 wherein said system

2 distributes television content to a plurality of clients.

1   29.   The system of claim 27 including a comparator

2 that compares a group identifier, received by a client with

3 a message, to the client's individual identifier to

4 determine whether the particular client is within the

5 addressed subset.

1   30.   A system comprising:

2   a processor-based device; and

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3   a storage coupled to said device storing

4   instructions that enable the processor-based device to

5   handle at least two agents on a client, assign a different

6   address to each of said agents and determine whether a

7   message received by the client is addressed to one of said

8   agents.